

Appln No. 09/923,829

Amdt date April 11, 2005

Reply to Office action of January 10, 2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for incentive advertising, comprising:

receiving by a processing device a viewer profile, the viewer profile including a viewer identification;

selecting by the processing device advertising content based on the viewer profile;

sending by the processing device the advertising content for display to a viewer;

transmitting by the processing device a viewer reaction query associated with the selected advertising content;

recording by the processing device a viewer response to the viewer reaction query;

storing in a data store coupled to the processing device a viewer identifier for the viewer in response to receipt of the viewer response;

querying the data store for stored viewer identifiers satisfying a pre-determined criterion; and

selecting a particular viewer identifier from the stored viewer identifiers, wherein the particular viewer associated with the particular viewer identifier is awarded an ~~incentive~~ entry into a sweepstakes.

2. (Cancelled)

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3. (Original) The method of Claim 1, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.

4. (Original) The method of claim 1, wherein the viewer response is the viewer's answer to an advertiser's question.

5. (Original) The method of claim 4, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.

6. (Original) The method of claim 1, further comprising:

- receiving a first viewer's comments about a brand;
- generating a chat broadcast message from the first viewer's comments;
- transmitting the chat broadcast message to a plurality of viewers.

7. (Currently Amended) A data processing system adapted for incentive advertising, comprising:

- a processor; and
- a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions including:

- receiving a viewer profile, the viewer profile including a viewer identification;
- selecting advertising content based on the viewer profile;
- sending the advertising content for display to a viewer;

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transmitting to the viewer a viewer reaction query associated with the selected advertising content;
recording a viewer response to the viewer reaction query;
storing in a data store a viewer identifier for the viewer in response to receipt of the viewer response;
querying the data store for stored viewer identifiers satisfying a pre-determined criterion; and
selecting a particular viewer identifier from the stored viewer identifiers, wherein the particular viewer associated with the particular viewer identifier is awarded an incentive an entry into a sweepstakes.

8. (Cancelled)

9. (Original) The data processing system of Claim 7, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.

10. (Original) The data processing system of claim 7, wherein the viewer response is the viewer's answer to an advertiser's question.

11. (Original) The data processing system of claim 10, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.

12. (Original) The data processing system of claim 7, the program instructions further including:
receiving a first viewer's comments about a brand;
generating a chat broadcast message from the first viewer's comments;

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transmitting the chat broadcast message to a plurality of viewers.

13. (Previously Presented) The method of claim 1 further comprising:

transmitting to the particular viewer a notification associated with the awarded incentive.

14. (Cancelled)

15. (Currently Amended) The method of claim 1, wherein the pre-determined criterion ~~includes a range of dates~~ is receipt of viewer responses from viewers associated with the stored viewer identifiers within a predefined time period.

16. (Previously Presented) The method of claim 1, wherein the viewer profile includes advertising content viewing preferences of the viewer.

17. (Previously Presented) The method of claim 1, wherein the viewer profile further includes a language preference of the viewer .

18. (Previously Presented) The data processing system of claim 7, wherein the program instructions further comprise:

transmitting to the particular viewer a notification associated with the awarded incentive.

19. (Cancelled)

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20. (Currently Amended) The data processing system of claim 7, wherein the pre-determined criterion ~~includes a range of dates~~ is receipt of viewer responses from viewers associated with the stored viewer identifiers within a predefined time period.

21. (Previously Presented) The data processing system of claim 7, wherein the viewer profile includes advertising content viewing preferences of the viewer.

22. (Previously Presented) The data processing system of claim 7, wherein the viewer profile further includes a language preference of the viewer.

23. (New) A computer-implemented method for incentive advertising comprising:

collecting, under control of the computer, viewer preference data associated with a plurality of viewers;

selecting, under control of the computer, targeted advertising content for each viewer based on corresponding viewer preference data;

transmitting, under control of the computer, each targeted advertising content to a corresponding viewer;

receiving, under control of the computer, a viewer reaction response from each of the plurality of viewers responsive to the transmitted advertising content;

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randomly selecting, under control of the computer, a responding viewer from the plurality of viewers transmitting the viewer reaction responses, wherein the selected viewer is awarded an incentive.

24. (New) The method of claim 23 further comprising providing, under control of the computer, to each of the plurality of viewers transmitting a viewer reaction response, an entry into a sweepstakes.

25. (New) The method of claim 23, wherein less than all responding viewers are awarded the incentive.